A STUDY ON ORGANISATIONAL CITIZENSHIP BEHAVIOUR OF TEACHING FACULTY WITH SPECIAL REFERENCE TO SELECTED SOUTHERN DISTRICTS OF TAMILNADU

A SYNOPSIS

Submitted by

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(Reg No: 201502231)

in partial fulfillment for the award of the degree

of

DOCTOR OF PHILOSOPHY

DEPARTMENT OF BUSINESS ADMINISTRATION
KALASALINGAM BUSINESS SCHOOL
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SEPTEMBER – 2022

1. INTRODUCTION

Over the years, there have been several major modifications to the contemporary idea of how a business ought to operate. Growing economies like India now face an inevitable reality of competition thanks to the execution of the most important and paradigm-shifting liberalization, globalization, and privatization protocols. The business and its activities are now far less predictable and simpler than they ever were. Even if these new developments have had both positive and negative effects on the nation's commercial enterprises, it is now unavoidable for firms in almost every industry to adapt and excel in these new elements. The workforce is under a great deal of stress and has high expectations of them as a result of these recent developments. The contributions made by the employees in terms of their arduous labor for the firm are also related to and assessed in terms of the success of the companies. Another very important aspect that necessitates the employees' complete concentration is achieving results in the period given. Employees must go above and beyond what is typically expected of them to cover all of these areas. The regular aims and efforts won't be enough to satisfy the strict requirements of the company in terms of competitiveness. In addition to the aforementioned requirements, they can only be justified if they are voluntary actions taken by the employees devoid of any expectations and solely out of loyalty to the organization. Numerous research studies on organizational behavior over the last 20 years have shown a growing interest in the idea of a voluntary attitude on the part of employees.

Regarding OCB dimensions, several experts each have a distinctive viewpoint. To categorize different facets of civic activity, academics have created a vast vocabulary. Since Bateman and Organ originally used the term "organizational citizenship conduct" in 1983, researchers have identified thirty different categories of organizational citizenship behavior (OCB). Generalized conformity and benevolence were identified as the two components as a result of aspect evaluation utilizing a sixteen-item degree of OCB (additionally referred to as conscientiousness). After that, Organ used deconstruction to create a five-factor model that was made up of five dimensions: civic uniqueness, conscientiousness, sportsmanship, politeness, and altruism. Altruism may be shown in the purposeful support of others in a specific endeavor or vocation Sincer et.al. This can include helping a colleague who is having trouble balancing a big workload. The term "courtesy" refers to measures that are

made voluntarily to prevent problems at work. Giving your colleagues early warning before making a change that might affect them is one example of how to do this. Going above and beyond what is necessary to do the most fundamental duties for the firm is being conscientious. It demands punctuality and adherence to the company's established norms, processes, and strategies even when no one is watching.

Good sportsmanship requires employees to be able to tolerate considerably less-than-ideal organizational conditions without complaining or jeopardizing their interests. "Civic virtue" will be used in this article to refer to persons who have deep worries and pay attention to the business's daily operations. This entails contributing one's ideas for improvement during a meeting. A measure with six dimensions that comprise identification with the agency, assistance to colleagues, harmony, righteousness, and field, as well as self-development, is used to conceptualize OCB and focuses on certain variations among these five characteristics. When trying to characterize OCB, the literature from the past has identified two fundamental approaches, namely function and extra function behavior. As was previously said, greater function behavior is the sort of conduct that exceeds expectations for a position but is not acknowledged via the formal praising system. As has been rightly argued, it is improper to draw a distinction between "position" and "higher position" performances since management and employee assessments of their subordinates' accomplishments no longer reflect the sense of pride those subordinates have in their workplace. Because of this, it is difficult to distinguish between "position" and "increased position" performances. According to several research, the bulk of the variation in personas may be attributed to five essential personality traits. These characteristics, known as the "big five dimensions," are conscientiousness, altruism, civility, sportsmanship, and civic virtue, in that order

2. REVIEW OF LITERATURE

Wiedenhoft and Luciano [1] study reveals that issue of digital transformation is now popular. Although there isn't a definite definition for the notion yet, it is included in a lot of activities in both commercial and governmental organizations. The purpose of this research is to examine how these factors are related. A survey of 1202 Brazilian government employees from 23 states served as the operationalization for a descriptive-confirmatory research (out of 27). Through data analysis using partial least squares structural equation modeling (PLSSEM), all assumptions were proven

correct. The findings also demonstrate the necessity for some managerial and governance skills in order for digital transformation programs to provide public benefit. Teams must be motivated by organizational goals and linked with individual, group, intra-organizational, and inter-organizational competences relevant to digital transformation. Organizations' important contribution is identifying certain fundamental prerequisites that must be met before beginning digital transformation activities.

Almaqableh [2] in the study organizational Citizenship Behavior (OCB) is the voluntary conduct that staff members display as responsible members of the company. Based on the current research, this essay seeks to present a historical description of OCB with behavioral components. Consistent integration of the idea becomes increasingly difficult and important as interest in OCB increases. The current study describes how leadership style, motivation, and OCB have been utilized to measure organizational effectiveness and performance from the time it was initially developed up to the present. The purpose of this review study is to provide discriminating academics and researchers as well as working managers with a framework for defining the factors that determine OCB.

Fernandes et al. [3] suggest that information technology is becoming more and more crucial to organizations and is now required for the creation of long-term business growth. Adopting IT governance (ITG) systems is therefore required to provide better solutions, sustainable growth, and improved decision-making. This approach concentrates on the behavioral expression of ITG since employee conduct is a competitive differentiator. It intends to examine how Portugal's ITG institutionalization has affected the key elements of organizational citizenship behavior (OCB). People's voluntary commitment to an organization, including attitudes outside of their contractual duties, is described by OCB. Through survey research, a descriptive-confirmative ex post facto study was carried out in Portugal with 112 workers of IT-related departments and divisions from businesses of different sizes. The general model was tested using the partial least square-structural equation modeling (PLS-SEM) technique. It was proven that ITG institutionalization had a favorable impact on people's OCBs in Portuguese organizations, supporting the overall concept. In practice, it is feasible to demonstrate to organizations how their ITG Mechanisms are boosting workers' OCBs and, as a result, organizational performance.

Arts [4] the goal of this study was to look at how OCB affected Chennai's IT sector's organizational effectiveness. In this research, a cross-sectional investigation was conducted. In order to do this, OCB was chosen as the independent variable and staff retention as the dependent variable. Regression was used for the data analysis, and the sample size was 100. The respondents were chosen using a straightforward random selection method. The analysis's results demonstrate that it was also claimed that OCB was thought to predict retention. According to research, the OCB has a significant impact on how long information technology organizations keep their personnel on staff.

Davison [5] the study investigate how employees in a small-to-medium sized manufacturing company in southern China participate in organizational citizenship behavior (OCB) that contributes to their job performance connected to IS utilization. They find examples of OCB that are consistent with important aspects of Chinese social culture, particularly when dealing with weaknesses in organizational structures, organizational training, and individual competencies. They use inductive analysis of our data and literature to develop a novel theoretical framework that describes the causes and effects of IT-centric OCB in businesses.

Dabral [6] study nvestigates the connection between organizational citizenship behavior (OCB) and employee engagement in IT businesses. Primary research using a survey research methodology served as the foundation for this study. Regression, inferential testing, and descriptive analysis are the three main data analysis techniques. The research's conclusions demonstrated the beneficial connections between OCB and employee engagement.

Srivalli et al. [7] the study's findings suggest that staff workers may instruct more effectively in environments where there is organizational support. Employees that have jobs outside of their usual position in the firm are referred to as having organizational citizenship behavior, or OCB. The academic staff of engineering institutes in Andhra Pradesh is participating in this survey. The study used a multi-stage, probabilistic sampling technique. An organized survey has been sent to collect primary data for the study. The study's conclusions show that organizational support does not statistically significantly moderate the effect.

Prasertcharoensuk et al. [8] The goal of this research was to examine the overall, direct, and indirect impacts on teachers' organizational citizenship conduct within Khon Kaen Secondary Educational Service Area 25, as well as to confirm the

validity of the causal connection model. We were able to choose a research sample group of 300 educators by using a multistage random selection technique. A survey quantitative research strategy was utilized, using a questionnaire as the method, to collect data that was then made evident from hypotheses. The study's findings indicated the presence of a causal link model for teachers' organizational citizenship conduct. School administrators should emphasize organizational commitment and job satisfaction in addition to servant leadership in order to have a lasting influence on the behavior of organizational citizens.

Deepaen et al. [9] this study with the use of a newly synthesized model, a multidimensional item response model of teachers' organizational citizenship behavior (OCB) was created, and a scale for teachers' OCB was established. 604 elementary and middle school teachers took part in the creation and first testing of the scale under the supervision of the Office of the Basic Education Commission of Thailand. The analysis of the data revealed that the item's overall correlation and the Cronbach alpha coefficient offered dependability and discriminating power. Both the multidimensional analysis and the confirmatory factor analysis of the data demonstrated the item fit and construct validity of the scale. It's probable that doing so will lead to the creation of a precise and clear assessment of the instructors' OCB structure.

JI [10] the purpose of this study is to investigate how employees' attitudes affect their organizational commitment and civic behavior at a private institution in Nigeria. Participants in this research are employed by a private institution in Nigeria. At Babcock University in Nigeria, 600 people were selected to participate in the research using a range of methods, including non-proportional stratified selection and simple random sampling. Six distinct self-report questionnaires were used to collect the data. Both of the given hypotheses were answered by statistics utilizing multiple regression (stepwise) and the T-test. The results demonstrated, among other things, that the four predictor factors, both together and separately, could predict the criterion variables. Based on their results, the study prompted the paper's authors to offer a number of suggestions. One of these suggestions was that labor employers should, among other things, pay particular attention to elements that significantly influence workers' commitment, in this instance organizational commitment and organizational citizenship conduct.

Toga et al. [11] the study suggests that one of the most important aspects that affect a company's overall effectiveness is often acknowledged as citizenship inside the business. The main goal of this study was to examine how organizational commitment affects how companies behave in terms of corporate citizenship (OCB). The investigation's technique was classified as quantitative research. A stratified random sample of 68 academic and non-academic staff members participated in this investigation. A self-administration questionnaire was used to gather the necessary data. The data were analyzed using descriptive statistics, Pearson product-moment correlation, and the t-test. The results supported the idea that employees' corporate citizenship actions were positively influenced by their degree of commitment to their employer. The study also revealed that the age and gender of employees had a minimal bearing on the corporate citizenship activities they engaged in.

Jafari and Bidarian [12] the goal of this study was to assess the relationship between organizational justice and the conduct of organizational citizens. Cronbach's alpha was used to assess its reliability (OCB questionnaire 0.85 and organizational trust questionnaire 0.87). The data was collected, and both inferential and descriptive statistics were used to analyze it. The results show that the mean OCB levels are just somewhat above average. The numerous facets of organizational justice and OCB are also strongly and advantageously related.

Chiang and Hsieh [13] Hotels are always under strain from having to compete with one another as well as adapting to swift changes in the market. Additionally, hotels must inspire their personnel to perform at the greatest level possible and promote staff members' compliance with their civic responsibilities. Five hundred thirteen (513) Taiwanese hotel employees all took part in the study. The data analysis used descriptive statistics, confirmatory factor analysis, and structural equation modeling. According to the results, there was a positive correlation between organizational citizenship behavior and both the sense of organizational support and the sensation of psychological empowerment. The association between job performance and perceived organizational support was somewhat mediated by organizational behavior. Additionally, it had little role in mediating the link between psychological empowerment and work performance.

Khasawneh [14] This article's goal is to summarize the research-based conclusions on how shared leadership affects faculty members' organizational citizenship behavior in Jordanian public institutions. A representative sample of 558

academic staff members from Jordan's three public universities participated in the poll. The results revealed that shared leadership is used to a sufficient degree at the institutions, in the perspective of the teaching staff at Jordan's public universities. In conclusion, the study's results showed that shared leadership accounted for 36.4% of the variation in corporate citizenship behavior. According to this, the use of shared leadership in the workplace has the ability to effectively forecast faculty members' organizational citizenship behavior to the level of 36.4 percent. A number of suggestions for more study on the subject were included in the research's conclusion, both theoretical and practical.

Zeinabadi and Salehi [15] there is a lot of study on non-educational organizations, but there aren't many studies that specifically look at how teachers' organizational citizenship conduct is influenced by social interaction. Education experts have not shown much interest in the social exchange models that they have built, despite the fact that they have been mentioned in a number of papers. Three models that were created from their models were examined in the present inquiry using structural equation modeling. The sample consisted of 131 administrators and 652 teachers in total. To collect the data, five separate questionnaires were employed. The study's most important finding is the modified model's positive fit indices, for a variety of reasons. This strategy suggests that there are two ways to improve teacher OCB in the procedural justice system. Given that the bulk of previous empirical results on the social exchange determinants of OCB are limited to non-educational institutions, this study advances this line of inquiry into public schools.

Li et al. [16] Use a relational approach and define a procedural justice environment as a contextual moderator when it comes to understanding the function of proactive personality in work satisfaction and organizational citizenship behavior. In an effort to comprehend the function of proactive personality, both of these notions are applied. Information was acquired from a sample of 200 Chinese employees who were separated into 54 distinct work groups in order to test the expected models. The results showed that proactive personalities were more prevalent among workers who had a high-quality exchange connection with their bosses. In turn, higher work satisfaction and more organizational citizenship activities were related to the effectiveness of leader-member interactions. We discuss how these results could affect management philosophy and practice.

Reisel et al**.** [17] this research aims to explore how three main outcomes—attitudes toward work, behaviors at work (both organizational civic conduct and deviant behavior), and negative emotions—are affected by job uncertainty. A total of 320 managers located in the United States responded to the self-report computerized survey. In addition, two impartial judges who took part in an online discussion group examined and graded the remarks made by managers (N = 97) about their work happiness, organizational citizenship behavior, and deviant behavior. The remarks were made available to both of these reviewers so they may evaluate and examine them. The analysis of both sets of data revealed that job uncertainty affects work-related emotions and behaviors in both direct and indirect ways. Job insecurity negatively affects job satisfaction, and it has both direct and indirect consequences on work-related emotions and behaviors. We discuss these results in the context of mounting pressure on companies to cut back on their use of human capital in order to increase efficiency while keeping in mind the trade-offs that companies must be ready for as a result of employees' reactions to job insecurity in ways that are detrimental to the organization's overall goals.

3. OBJECTIVES

1. To understand the influence of demographic factors on Organisational Behaviour and Academic Performance.
2. To determine the influence of sportsmanship on Academic performance of Faculties.
3. To examine the effect of altruism on Academic Performance of faculties in engineering colleges.
4. To establish the impact of civic virtue on Academic Performance of faculties in engineering colleges.
5. To identify the influence of courtesy on Academic Performance of faculties in Tamilnadu.
6. To find the influence of conscientiousness Academic Performance of faculties in Tamilnadu.
7. To measure the impact of Academic Motivation on Organisational Citizenship Behaviour.

4. PROPOSED MODEL

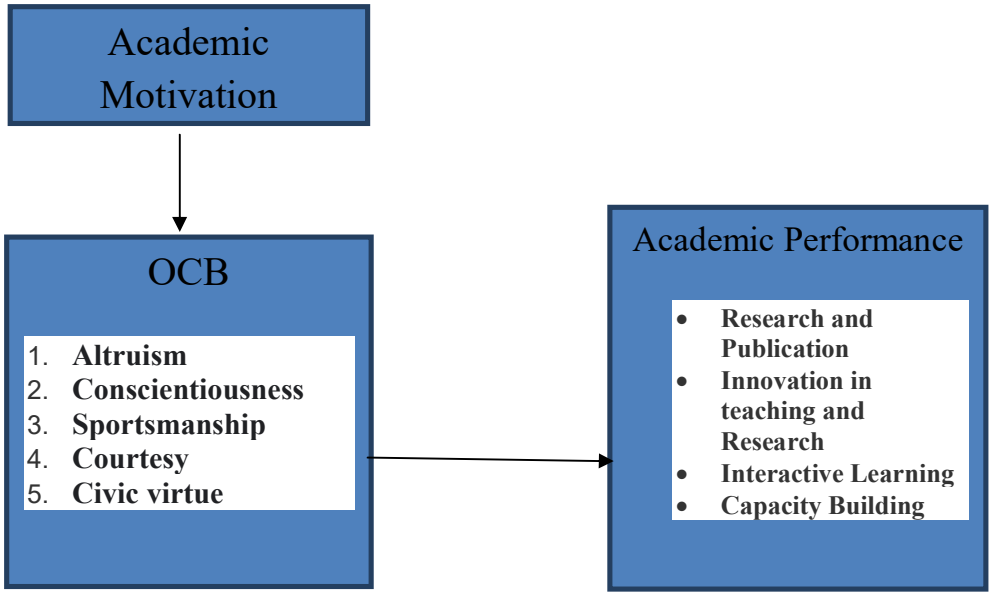

Figure 1. Proposed Research Model

Figure 1 represents the relationship among Organisational Citizenship Behaviour, Academic motivation and Academic Performance.

5. HYPOTHESES OF THE STUDY

- H1: There is no significant relationship between Altruism and Academic Performance.
- H2: There is no significant relationship between Conscientiousness and Academic Performance.
- H3:There is no significant relationship between Sportsmanship and Academic Performance.
- H4:There is no significant relationship between Courtesy and Academic Performance.
- H5: There is no significant relationship between Civic Virtue and Academic Performance
- H6: There is no significant difference between Demographic Profile on Organisational Citizenship Behaviour, Academic Motivation and Academic Performance.
- H7: There is no significant impact of different OCB dimensions on Academic

Performance.

- H8: There is no significant influence of Academic motivation on OCB.

6. RESEARCH GAP

Numerous studies were conducted in non-public corporations have discussed and views on the OCB. But none of the research was focused on teaching faculties with special reference to selected southern districts of Tamilnadu. This research is a first step is to identify the impact of OCB among the Teaching faculties by using the dimensions of OCB, academic performance and academic motivation. previous studies were carried out between OCB and job satisfaction, OCB and Personality etc. This research work endeavors to fulfill the research gap of OCB previous studies.

7. RESEARCH PROBLEM

Engineering Education requires Multidisciplinary knowledge and work experience Organisations are not with the satisfied with the capabilities of engineering graduates. As the sector is aligned with the government make in India mission engineering education is set to grow in short term and long term. The future of Indian education is going to be a lot different what is has in the past. These beyond the job behaviors or organizational citizenship behaviors (OCB) of teaching fraternities are crucial for the Higher education institutions. Despite the prescribed roles and duties, the Institutions cannot predict and infer through formally stated in-role job description, the entire range of extra-role behavior exhibited by faculties during and after the working hours Musarrat Shaheen and Ritu Gupta (2016)

8. RESEARCH METHODOLOGY

8.1 Research Design:

Research Design is a hold close plan specifying the techniques and methods guiding the researcher to gather their records and evaluation. Probably the maximum usual research designs that the researchers commonly make use of are exploratory, descriptive, and causal. In the prevailing study, the descriptive layout is used as a reason for the take a look at to acquire and analyze the data.

8.2 Sampling Unit

The goal of the prevailing work is to find out Organizational Citizenship Behavior among teaching fertanities in engineering colleges of southern districts of Tamilnadu.

8.3. Sampling Techniques:

Sampling ways are methods used to select a sample from the populace by way of a further conceivable dimension those sampling approaches are used whilst inferences are made regarding the goal populace. In the prevailing observation, multistage proportionate simple random sampling was used for the selection of the sample

8.4. Sample Size:

Sample finalization is most vital attention in SEM analyses, at the side of (a) low power to find out giant path coefficients and variances, and (b) instability within the covariance matrix, most important to attenuation of indices. For the conduct of this study, teaching faculties in engineering colleges of the southern districts of Tamilnadu were selected as a target population. To meet the research objectives, the teaching faculties of Tamilnadu especially in southern districts were selected on multistage proportionate simple random sampling. The sample size of 382 was determined by using a sample size table. The inputs were gathered by a structured survey and the analysis was carried out based on the response from the respondents.

8.5. Tools Used for Data Collection

A well-structured questionnaire is used to collect the primary data from the respondents.

8.6. Stastical Tools

- Structural Equation Modeling (SEM)
- Descriptive statistics
- Analysis of Variance
- Correlation Analysis

9. ANALYSIS AND FINDINGS

The reliability of different constructs were tested using Cronbach's Alpha value and Bartlett's Test of Sphericity. There is internal consistency between the items of Organisational Citizenship Behaviour and items of Academic Performance. OCB with .849 and Academic Performance with .806 reveals that there exists sampling adequacy and internal consistency. Confirmatory factor Analysis was performed using AMOS version 21 for conforming the items taken for scale construction to respective constructs. Table 1 reveals the results of hypothesis tests conducted.

Table 1. Results of Hypothesis testing

H1 : There is no significant relationship between Altruism and Academic Performance	Correlation	Rejected
H2:There is no significant relationship between Conscientiousness and Academic Performance	Correlation	Rejected
H3:There is no significant relationship between Sportsmanship and Academic Performance.	Correlation	Rejected
H4: There is no significant relationship between Courtesy and AcademicPerformance.	Correlation	Rejected
H5: There is no significant relationship between Civic Virtue and AcademicPerformance	Correlation	Rejected
H6: There is no significant difference between Demographic Profile on Organisational Citizenship Behaviour, Academic Motivation and Academic Performance.	T test and Anova	Accepted
H7: There is no significant impact of different OCB dimensions on Academic Performance.	SEM	Rejected
H8: There is no significant influence of Academic motivation on OCB.	SEM	Rejected

Table 2. District wise classification of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Madurai	65	17.0	17.0	17.0
	Viruthunagar	39	10.2	10.2	27.2
	Tirunelveli	61	16.0	16.0	43.2
	Tenkasi	33	8.6	8.6	51.8
	Kanyakumari	82	21.5	21.5	73.3
	Tuticorin	43	11.3	11.3	84.6
	Theni	18	4.7	4.7	89.3
	Dindigul	41	10.7	10.7	100.0
	Total	382	100.0	100.0	

Table 2 reveals that the samples taken were proportionate to the spread of population in different districts

Table 3. Correlation between Organisational Citizenship behaviour and Academic Performance

Correlations			
		OCB	Academicperformance
OCB	Pearson Correlation	1	.806**
	Sig. (2-tailed)		.000
	N	382	382
Academicperformance	Pearson Correlation	.806**	1
	Sig. (2-tailed)	.000	
	N	382	382
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 3 reveals that there is high degree of positive relationship between Organisational Citizenship Behaviour and Academic Performance of faculties.

Table 4.Correlation between Organisational Citizenship behaviour and Academic Motivation

		Academicmotivation	OCB
Academic motivation	Pearson Correlation	1	.635**
	Sig. (2-tailed)		.000
	N	382	382
OCB	Pearson Correlation	.635**	1
	Sig. (2-tailed)	.000	
	N	382	382
**. Correlation is significant at the 0.01 level (2-tailed).			

From Table 4, it is found that there is high degree of positive relationship between Organisational Citizenship behaviour and Academic motivation.

Table 5. Difference in different dimensions of OCB based on Designation of the faculties.

	F	Sig.
Altruism	1.287	.275
Conscientiousness	4.228	.002
Civicvirtue	2.176	.071
Sportsmanship	1.690	.152
Courtesy	5.528	.000

From Table 5 it is inferred that Altruism, Civic virtue and Sportsmanship do not differ based on designation of the faculties whereas Conscientiousness and Courtesy have significant difference based on Designation of the faculties.

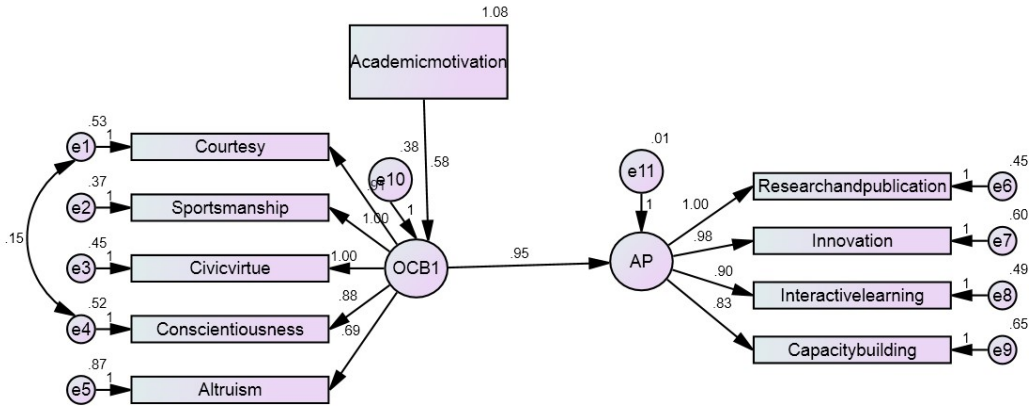

Figure 2 Structural Equation Model

The above Figure 2 represents the relationship between the three constructs.

Table 6. Model Fit Indices

RMSEA	GFI	AGFI	RMR	CFI	CMIN/DF	Df
.087	.939	.898	.042	.953	3.881	33

Table 6 reveals the fit indices for the model tested and found that the model fit indices are good and represents a good fit of the model.

10. SUGGESTIONS

- Timely non-monetary rewards and gifts.
- Always define a yardstick or a benchmark for the teachers to measure their progress at work so that they can assess their performance and also understand how much more efforts they need to put up so as to attain perfection.
- Educate the teachers on the importance of OCB for themselves and the organization through OCB-based training.
- Inculcate the habit of showing off their respective work and progress in the teachers.
- Acknowledge and appreciate the extra role behavior of the teachers through rewards and titles like best teacher etc.

11. CONCLUSION

The current unit is a crux of the entire study performed to analyse OCB and its impact on the engineering college faculties. OCB has been concept in prevalence since quite some time inducing its importance in various forms of organizations and education sector is no exception. The education sector assumes even importance as rest of the sectors have a quantitative association with its end users but education sector has a qualitative association with its customers as most of the relationship is based on trust and teachers are the trust builders for the same. Now coming back to the concept of OCB it's a voluntary action on behalf of the employees for the organization and exactly referred to as the extra role behaviour. No employee is forced to exhibit this behaviour and nor is it a part of their job description hence employees willingly as a part of their association and gratitude usually display the behaviour. The present section of the study accumulates the entire analysis performed on the concept and is presented for an easy understanding in the form of findings.

These findings help to understand the role and importance of OCB for teachers individually as well as for the organization as well. The findings are accompanied with suggestions or recommendations for

12. ORGANIZATION OF THESIS

Chapter 1:

The first chapter mainly focuses on the introduction to OCB and it is followed by the background of the study which explains the history of OCB, problem statement, objectives, and research questions, justification of the study, the rationale of the study, and structural content of the thesis.

Chapter 2 - Review of Literature

This chapter discusses the literature on OCB and the factors affecting OCB were discussed. Further, the reviews discussed the relationship between OCB, job performance, and job satisfaction. In addition, this chapter presents the conceptual and theoretical framework of the research study, which focuses on the introductory part of the OCB conceptualization. This discussion is followed by the proposed model of the research study. Finally, the hypotheses were developed based on the main objectives of the research study.

Chapter 3 - Research Methodology

This Chapter discusses the methodology of this study; it starts with an introduction, various stages in conducting the research work, and it's followed by the research approach, research design, area of study, sources of data, sample design, sampling technique, and construction of the questionnaire, Reliability, and validity of the scale used for the study.

Chapter 4 - Analysis and Interpretation

This Chapter expresses the results of the study by the way of analysis and interpretation. In this chapter, the researcher used SPSS and AMOS software for the analysis. By using SPSS software Descriptive statistics, Correlation, Regression, and ANOVA analyses were done. And AMOS software was used for the validation of the proposed conceptual model.

Chapter 5 - Results and Discussion

This chapter provides an overview of the general findings and conclusions of the study in relation to its objectives, hypotheses, and research problems. Proposed recommendations were given to the teaching professionals to improve job satisfaction by the way of OCB with the mediating effect on job performance.

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